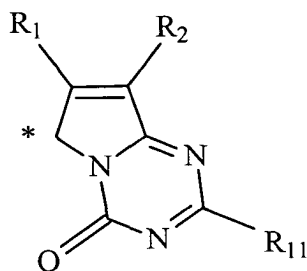
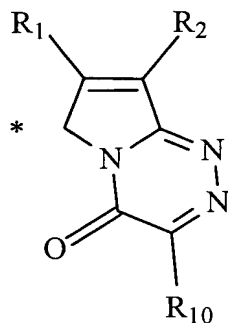


or $-N(R_7)(R_8)$, Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R_7 and R_8 each independently represents an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, or arylsulfonyl group, R_7 and R_8 may be bonded to each other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other to form a ring, and any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to form a ring, and general formulae (IV) and (VI) to (XX) are as follows:

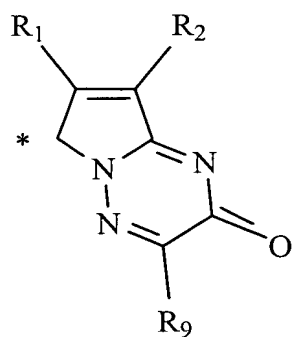


General formula (IV)

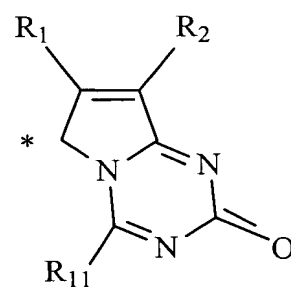
General formula (VI)



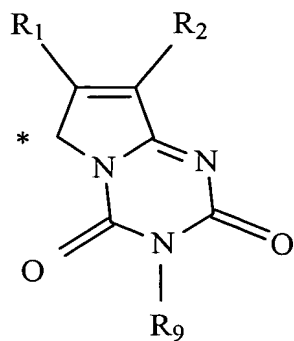
General formula (VII)



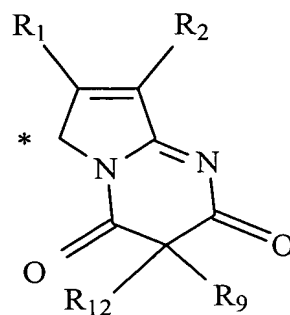
General formula (VIII)



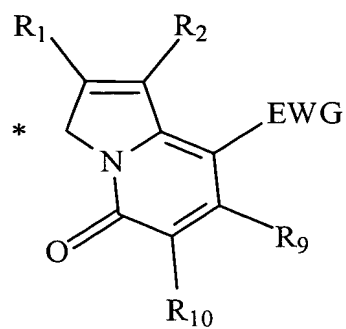
General formula (IX)



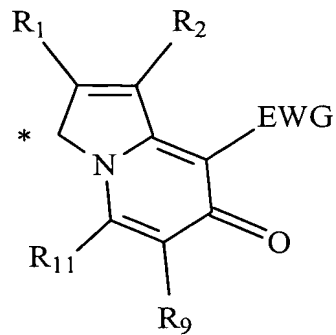
General formula (X)



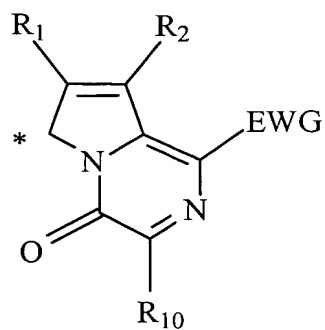
General formula (XI)



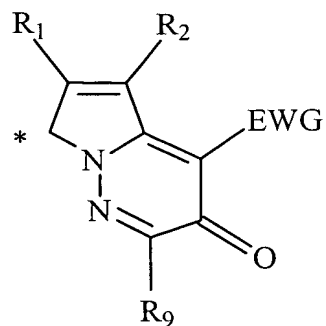
General formula (XII)



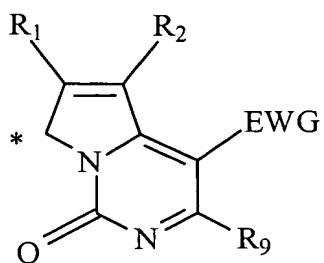
General formula (XIII)



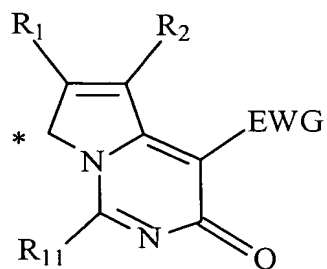
General formula (XIV)



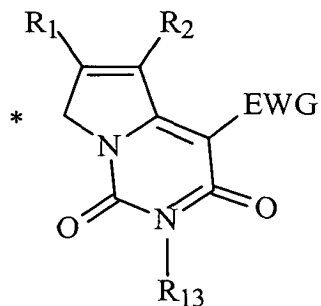
General formula (XV)



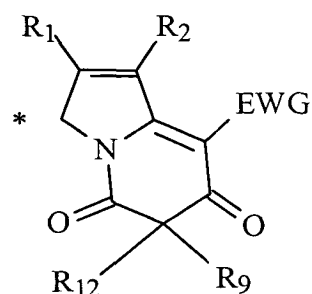
General formula (XVI)



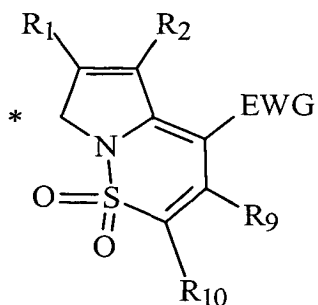
General formula (XVII)



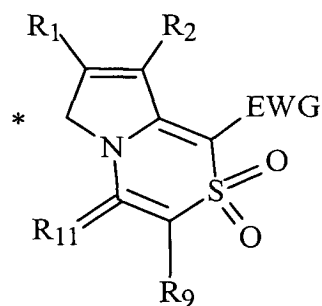
General formula (XVIII)



General formula (XIX)



General formula (XX)

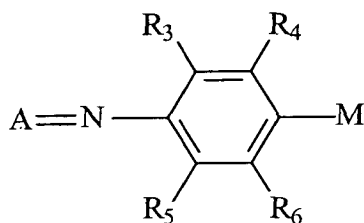


a'

wherein R₁ and R₉-R₁₃ each independently represents a hydrogen atom or a substituent, R₂ represents a substituent, EWG represents an electron-withdrawing group having a Hammett's substituent constant σ value of 0.35 or more, and * represents a bonding position.

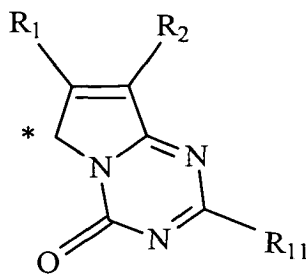
2. (Amended) An ink-jet ink according to claim 1, wherein A in general formula (I) is a group represented by general formula (IV).

10. (Amended) A coloring composition comprising an oil-soluble dye represented by following general formula (I):



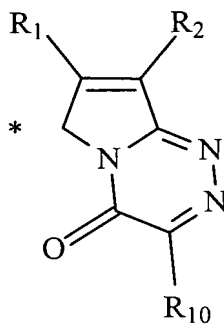
General formula (I)

Ar wherein A represents a group represented by one of general formulae (IV) and (VI) to (XX), R₃-R₆ each independently represents a hydrogen atom or a substituent, M represents -OY or -N(R₇)(R₈), Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R₇ and R₈ each independently represents an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, or arylsulfonyl group, R₇ and R₈ may be bonded to each other to form a ring, any of a pair R₄ and R₇ and a pair R₆ and R₈ may be bonded to each other to form a ring, and any of a pair R₃ and R₄ and a pair R₅ and R₆ may be bonded to each other to form a ring, and general formulae (IV) and (VI) to (XX) are as follows:

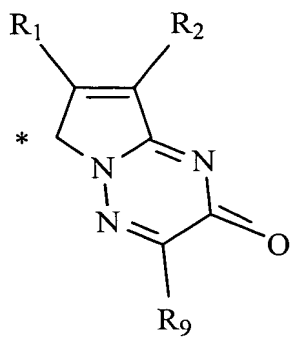


General formula (IV)

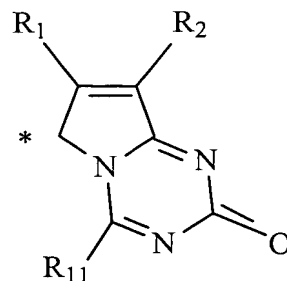
General formula (VI)



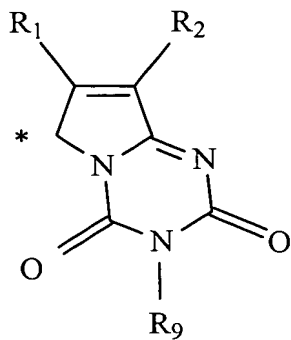
General formula (VII)



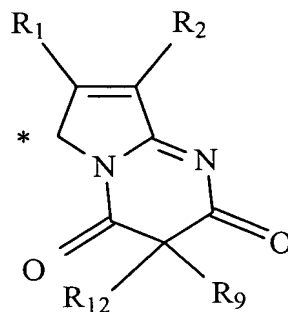
General formula (VIII)



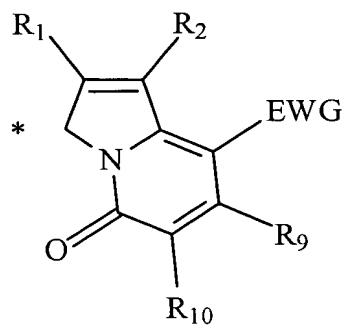
General formula (IX)



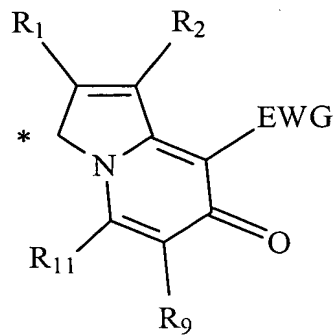
General formula (X)



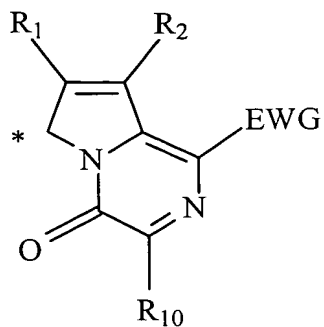
General formula (XI)



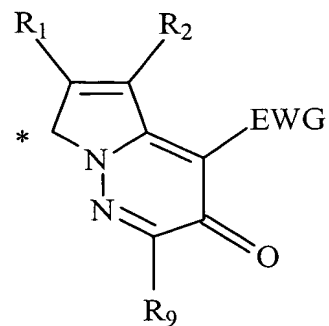
General formula (XII)



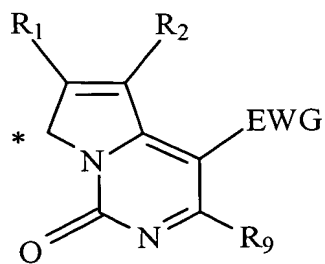
General formula (XIII)



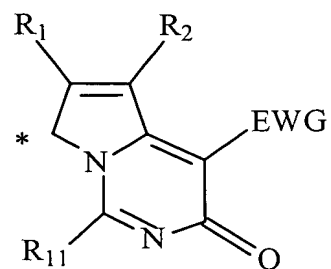
General formula (XIV)



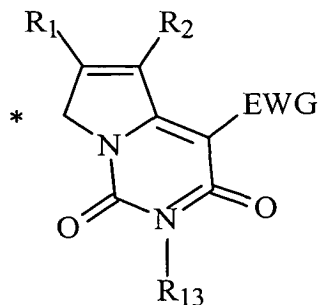
General formula (XV)



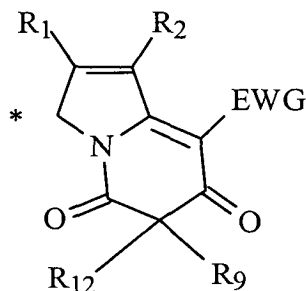
General formula (XVI)



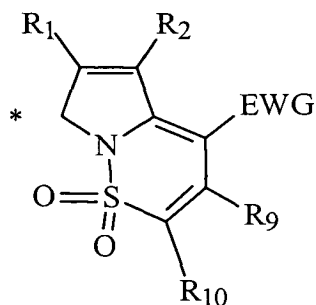
General formula (XVII)



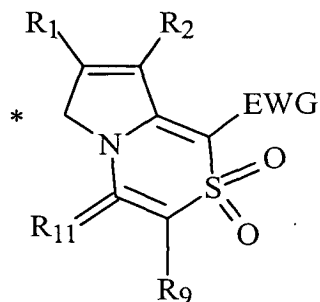
General formula (XVIII)



General formula (XIX)

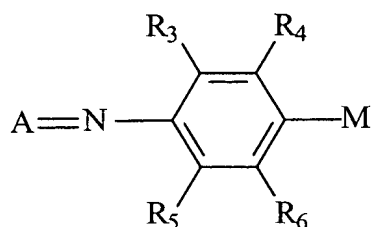


General formula (XX)



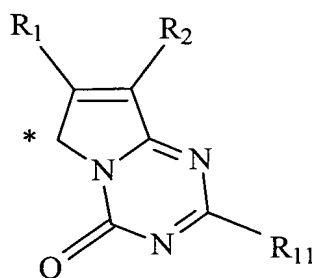
wherein R₁ and R₉-R₁₃ each independently represents a hydrogen atom or a substituent, R₂ represents a substituent, EWG represents an electron-withdrawing group having a Hammett's substituent constant σ_p value of 0.35 or more, and * represents a bonding position.

12. (Amended) An ink jet recording method wherein recording is performed using an ink-jet ink that includes a coloring composition including an oil-soluble dye represented by following general formula (I):



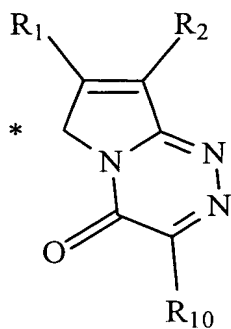
General formula (I)

wherein A represents a group represented by one of general formulae (IV) and (VI) to (XX), R_3 - R_6 each independently represents a hydrogen atom or a substituent, M represents $-OY$ or $-N(R_7)(R_8)$, Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R_7 and R_8 each independently represents an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, or arylsulfonyl group, R_7 and R_8 may be bonded to each other to form a ring, any of a pair R_4 and R_7 and a pair R_6 and R_8 may be bonded to each other to form a ring, and any of a pair R_3 and R_4 and a pair R_5 and R_6 may be bonded to each other to form a ring, and general formulae (IV) and (VI) to (XX) are as follows:

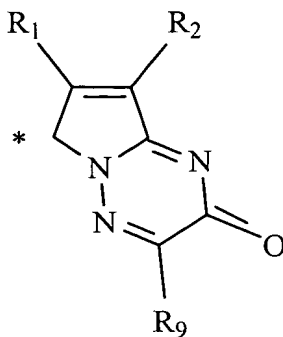


General formula (IV)

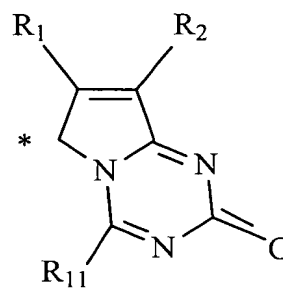
General formula (VI)



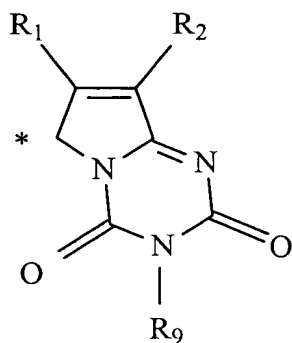
General formula (VII)



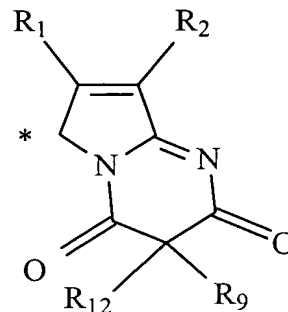
General formula (VIII)



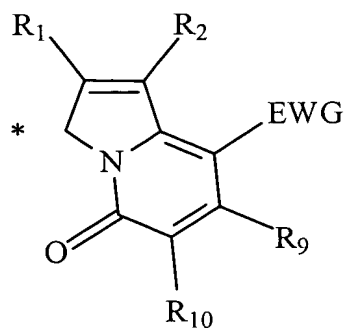
General formula (IX)



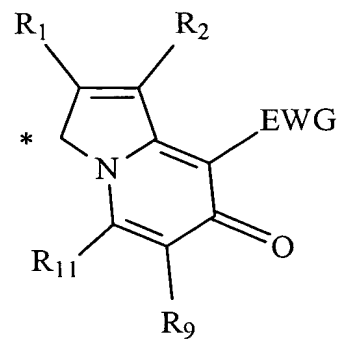
General formula (X)



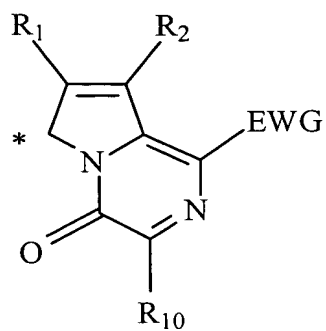
General formula (XI)



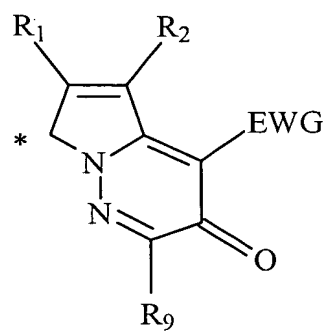
General formula (XII)



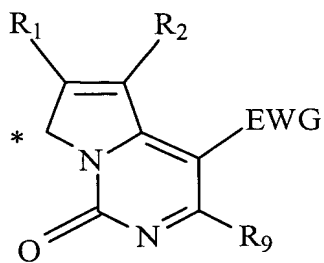
General formula (XIII)



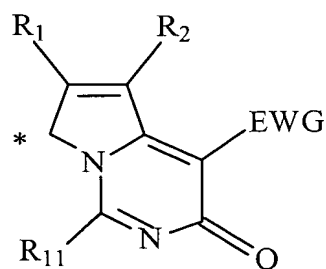
General formula (XIV)



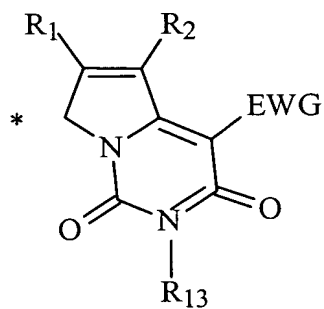
General formula (XV)



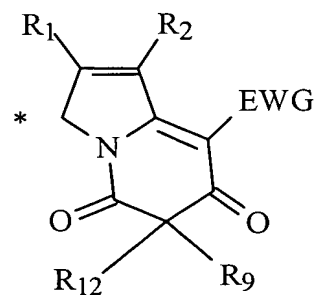
General formula (XVI)



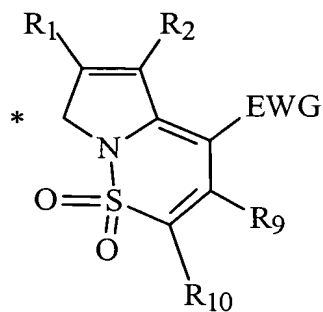
General formula (XVII)



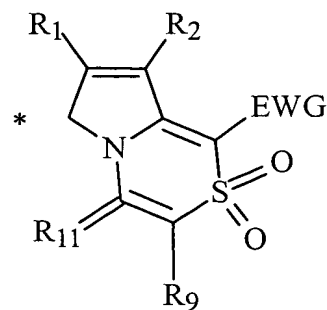
General formula (XVIII)



General formula (XIX)



General formula (XX)



a³

wherein R₁ and R₉-R₁₃ each independently represents a hydrogen atom or a substituent, R₂ represents a substituent, EWG represents an electron-withdrawing group having a Hammett's substituent constant σ value of 0.35 or more, and * represents a bonding position.

13. (Amended) An ink jet recording method according to claim 12, wherein A in general formula (I) is a group represented by general formula (IV).
